

MINUTES OF THE BOARD OF DIRECTORS

WATER CONSERVATION GARDEN AUTHORITY  
REGULAR BOARD MEETING

January 10, 2007

1. President Robak called the meeting to order at 3:30 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT: Director Robak  
Director Lewinger  
Director Muse  
Director Thompson  
Alternate Director Buckner  
Alternate Director Jaeschke  
Alternate Director Smith  
Alternate Director Taccone

ABSENT: Director Perri

OTHERS PRESENT:

See attached list.

2. Introductions were made. President Robak introduced Director Beauchamp who will be representing the new JPA member, Sweetwater Authority, on the Board.

3. There was no one from the public who wished to address the Board.

CONSENT ITEMS

**On motion by Director Lewinger, seconded by Director Muse, and unanimously carried,** the following consent calendar was approved:

4. Agenda
5. Minutes of regular meeting of December 13, 2006

DISCUSSION ITEMS

6. Executive Director's Report:

Executive Director Eberhardt submitted her report. She commented on the addition of Sweetwater Authority to the JPA and the coming on board of Laurie Furry as the

new Volunteer and Children's Program Coordinator. She informed the board that the web site is now ready for people to sign up for classes and memberships online. The next newsletter will include the new classes for February, March and April. Updates to the web site and the letterhead are on hold until Padre Dam appoints new directors to the Garden's board, which will happen at their next board meeting. She presented a draft of the Friends' Group corporate brochure and said that the group will be discussing its distribution at a future meeting.

With regards to future events, she said that Don Schultz has been working on a Bird and Butterfly Gardening theme for the Spring Garden Festival. The planning phase for the Children's Garden will be starting this month. We have \$1,000 from the Heller Foundation, and the Friends' Group agreed to make up the rest. The California-Friendly Plant Sale will take place on March 17. The Fire-wise Garden opening will be on April 12<sup>th</sup>,. She said that the Bird and Butterfly Garden opening would be the week previous to the Spring Garden Festival on May 19<sup>th</sup> and that it would be a good publicity opportunity for the Festival. Pending confirmation are the Docent and Volunteer Recognition Dinner on June 14<sup>th</sup> and the Irrigation Exhibit Opening on July 19<sup>th</sup>. The Friends' Old and New Party has been confirmed for July 12<sup>th</sup>. If grant funding is obtained, the Patio Garden will be opening probably late fall.

With regards to publicity for the Garden, Eberhardt referred to the recent article in the Homescape section of the Union Tribune, and added that this is one of the four articles UT is going to publish on the Garden. Also, Sweetwater Authority is preparing a news release to announce their recent incorporation to the Garden as members of the JPA, and the County Water Authority is mailing out this press release. Grants for the Patio Exhibit and the Children's Garden planning have been submitted to the Hans and Margaret Doe Charitable Trust, but they might not be given out until June. Director Beauchamp thought that it would be appropriate to find a Spanish name for the Children's Garden ("Jardin del Niño" or "de los Niños") given the extensive Spanish-speaking population in the area. Director Lewinger referred to the Spring Festival and

the Bird and Butterfly theme, and commented that there is a butterfly exhibit at the Wild Animal Park. He suggested renting a tent for the Spring Festival and putting 5,000 butterflies in it. This would attract thousands of people who would bring their kids to play with the butterflies, and it might be a way to find new sponsors for the Garden. Director Thompson suggested building a PCP pipe structure instead of renting a tent. He said that the kids could draw butterflies and maybe the school board or the City or County could have a butterfly drawing contest. Director Buckner suggested asking some Indian tribes for sponsorship. Director Robak asked about the possibility to incorporate the gift shop to the web site and what the cost would be. Eberhardt stated that there are some organizational issues that need to be worked out and maybe it could be done by July. Director Lewinger thinks it is important that our website provide links to any article or mention of the Garden in newspapers or magazines as a means to attract possible sponsors and/or promote sales. Director Robak asked for an update on the facilities rental and Eberhardt said there had been some increased phone calls after the holidays.. He also asked Eberhardt to add the name of the district next to each one of the schools that visit the Garden every month. He enquired about the possibility of holding Chamber mixers in the Garden, and Eberhardt said she had left messages at the Chamber and had not yet heard from them.

7. Friends' Group Report:

Alternate Director Jaeschke expressed her appreciation for everyone's kind wishes and prayers and said she is doing really well.

She reported that the Friends' Group had their Annual Campaign and that they have \$18,750, which is significantly more than what they had collected last year. She noted that over 81 percent of that money came from members of the Friends Board. She added that the group is diligently working towards increasing the board and asked for recommendations of good people who would consider serving on the Friends' board.

The Friends Old and New Party, which purpose is to thank people for their membership and to encourage others to become a part of the Garden, is going to be the 12<sup>th</sup>

of July. The group is now discussing the details and they hope to be able to do it more formally than last year and maybe make it a dinner. They have formed a committee to find ways to involve corporate members. Regular (non-corporate) membership goes from \$40 to \$1,000 for the year, with most of the members at the \$40/\$50 level. They are working to see what can be done to get a more substantial contribution from corporate members. She asked for help contacting corporations to obtain good corporate membership that would bring in more money. She reported that representatives from the agencies would start attending the Friends' meetings in February. She is looking forward to it and hopes that this will help to find out what the group can do for the agencies and vice versa. She concluded her report asking again for help in the recruiting of new directors and finding corporate members, and thanking everyone for their support to the Friends' group.

Director Eberhardt noted that Jaeschke had mentioned \$18,750 and she reminded everyone that there was a \$14,000 pledge from the Friends' Group. A \$5,000 check was written earlier in the Fiscal Year leaving \$9,000 of the \$14,000 pledge. The corporate brochure printing is being funded by the Friends' group, and the balance of the Children's Garden Planning Grant is \$5,790. There is still a little under a couple thousand dollars left of what was collected from this annual campaign. Director Lewinger suggested calling the donors who contributed last year but have not contributed yet this year, and finding out why they have not.

10. Financial Statements:

Treasurer Suzanne Chambers submitted the financial reports for the fifth month of FY 06/07 showing an ending bank balance of over \$345,000. The cash disbursements for the month were \$40,500. The total Operating Income was \$228,000 for the five months and the expenditures were \$186,000 leaving a total of operating revenue of \$41,500.

11. Board Comments:

Director Thomson said that he has been working with Director Lewinger in the design of a 36x36, 12-feet high butterfly tent. He thinks that it could be built at a cost of \$500 maximum. He thinks that adding a butterfly tent is a great idea.

Director Beauchamp said he is very pleased to be on this board representing Sweetwater Authority and hopefully he can bring some of his professional abilities to help the Garden.

Director Lewinger said that the California Energy Commission did a study last year linking water usage to energy directly and is working now with EUC to have the energy companies aid for water conservation/reclamation projects. He advised that we stay aware and figure out how to position the Garden to get money from SDG&E. He said he will be following up on the issue, which is in the beginning stage.

Director Muse said that each one of the City Council persons of La Mesa have been assigned an agency to be a liaison, and that maybe the City of La Mesa would be interested in becoming a member of the JPA as a liaison for the Cuyamaca College.

Alternate Director Taccone said that the new Science building will open before school starts on January 27<sup>th</sup>. The new Communications Arts Building is the largest of the buildings, 90,000 square feet, and it will open January 2008.

INFORMATION ITEMS:

The Board received and filed the Docent Report for the month of November.

The meeting was adjourned at 4:38 p.m.

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President

ATTEST:

\_\_\_\_\_  
Secretary



WATER CONSERVATION GARDEN AUTHORITY  
MEETING OF JANUARY 10, 2007

You are not required to register to attend our meeting.

Affiliation	Name	Please ✓
City of San Diego	Fred Thompson	✓
	Nora Jaeschke	✓
	Jana Vierola	✓
Cuyamaca College	Dr. Geraldine Perri	
	Dr. Al Taccone	✓
Helix Water District	Chuck Muse	✓
	Richard Smith	✓
	John Linden	✓
	Kathleen Coates-Hedberg	
	DeAna Verbeke	
	Mark Weston	
Otay Water District	Karen Stauffer	✓
	Kate Breece	✓
Padre Dam MWD	Mark Robak	✓
	Pam Riga	
	William Granger	✓
SDCWA	Jesse Dixon	
	Joel Anderson	
	Mike Uhrhammer	✓
SDCWA	Keith Lewinger	✓
	Warren Buckner	✓
	Vickie Driver	
	Cindy Hanson	

WCCA STAFF	Marty Eberhardt	✓
	Don Schultz	✓
	Elizabeth Ramos	
	Suzanne Chambers	✓
Docents		
Sweetwater Authority	Mitch Beauchamp	✓
	Dennis Bostad	
	Jim Alkire	
	Sue Mosburg	✓

MINUTES OF THE BOARD OF DIRECTORS  
WATER CONSERVATION GARDEN AUTHORITY  
REGULAR BOARD MEETING

February 14, 2007

1. In the absence of President Robak and Vice- President Lewinger, Director Muse called the meeting to order at 3:30 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT: Director Muse  
Director Perri  
Director Thompson  
Director Maletic  
Director Beauchamp  
Alternate Director Croucher  
Alternate Director Smith  
Alternate Director Uhrhammer

ABSENT: Director Robak  
Director Lewinger  
Alternate Director Jaeschke  
Alternate Director Alkire

OTHERS PRESENT:  
See attached list.

2. Introductions were made. Director Muse introduced James Maletic as the new member on the Board representing Padre Dam Municipal Water District.

3. There was no one from the public who wished to address the Board.

CONSENT ITEMS

4. Approval of Revised Agenda: Director Muse requested the approval of the revised agenda with the addition of an item that came to the attention of staff subsequent to the agenda being posted, and which requires immediate action. **On motion by Director Perri, seconded by Director Croucher, and unanimously carried,** the Board approved the Revised Agenda to include item number 8: Board Resolution to designate WCGA agents for State of California Office of Emergency Services. :



5. Approval of Minutes: **On motion by Director Croucher, seconded by Director Maletic, and unanimously carried with the abstention of Director Perri, the Board approved the minutes of the regular meeting of January 10, 2007.**

**ACTION ITEMS:**

6. Adoption of Resolution 134: Executive Director Eberhardt explained the Community Enhancement Grant program that the County of San Diego offers to nonprofit agencies. She is proposing to submit applications for funds for the drip irrigation exhibit, as the first alternative, and the “controllers” exhibit as second alternative. **On motion by Director Perri, seconded by Director Croucher, and unanimously carried, the Board approved the adoption of Resolution 134 approving the filing of an application with the County of San Diego for Community Enhancement Program funding during the County’s 2007-2008 Fiscal Year.**

7. New Tour Fees: Executive Director Eberhardt recommended charges for some off-site and educational tours that the Garden currently offers at no cost. She suggests a flat \$40 fee for off-site programs. For scheduled tours she is suggesting a charge of \$5 per person or \$40 for a group. Exceptions to this rule would be tours for other botanical gardens, museums, water districts, and community colleges, with other exceptions made at her discretion. School tours would remain free of charge, as well as drop-in tours on Saturdays and Sundays. Eberhardt pointed out that participants are encouraged to place donations in the donation box. She believes that sometimes there is a higher perceived value in the services when they are not free, and people really expect to pay and sometimes are surprised when they don’t have to pay. Director Thompson suggested, based on his fundraising experience, that rather than asking for a fee, we could say, “Donations are gladly accepted and a suggested donation (for tours and off-site programs) would be \$40.” He believes that people often give more than the suggested donation. **On motion by Director Maletic, seconded by Director Croucher, and unanimously carried, the Board approved the adoption of the proposed fee changes to include a suggested donation of \$40 or more for tours and off-site programs**

8. Adoption of Resolution to designate WCGA Agents for the State of California Office of Emergency Services: Executive Director Eberhardt recently found out that special districts could be eligible for Emergency Services federal funding. The

application is due March 12<sup>th</sup>, and a Resolution from the Board designating an agent or agents is required in order to file the application. Executive Director Eberhardt asked Don Schultz to give a report on how those funds could be used. **On motion by Director Croucher, seconded by Director Thompson, and unanimously carried, the Board approved Resolution 135 authorizing the Executive Director, the President of the Board, and the Treasurer of the Board to file application with the Office of Emergency Services requesting federal financial assistance in case of emergency.**

## DISCUSSION ITEMS

### 9. Executive Director's Report:

Executive Director Eberhardt pointed out that recent cold weather did considerable damage to the plants. The fire safe house was scheduled to be put in place on February 9<sup>th</sup> but it has been delayed until the 20<sup>th</sup>, with the opening taking place on April 12<sup>th</sup>. Director Croucher stated that a four-week extension on the grant had been submitted today. The California Friendly Plant Sale will take place on March 17<sup>th</sup>, and plants will be donated by two sponsors, Mountain States Wholesale Nursery and Village Nurseries. The opening of the Bird and Butterfly Garden will take place on May 11<sup>th</sup>. Maureen Austin of Chirp for Garden Wildlife will bring a butterfly enclosure for both events. Children at the Child Development Center are making butterflies also for that event to be placed around the Garden. With regards to the walk-in butterfly enclosure that was discussed by the board at the last meeting, it has been agreed that the Garden does not have the resources to carry on such a project. The Landscape Contest Home Tour Committee met and agreed to delay the home tour until 2008, probably the Saturday before Mother's Day. The Children's Garden planning is moving forward and a brainstorming session has been scheduled for March 6, 2007, with the participation of Sharon Lovejoy, author of children's books, as well as faculty from the Child Development Center and others involved in children's programs in the County. Eberhardt added that they are working with Risk Management staff from the County Water Authority on a safety manual for the Garden. She then talked about visitation numbers and explained how the totals are estimated. We only get a zip code on people who visit the Garden on weekends and people who attend our events, and those totals are used to estimate the percentages by water districts. She commented on the

changes observed in last year's figures that show an increase in visitors from the City of San Diego water service area from 18 to 24 percent. In terms of fundraising, the second letters requesting donations for the Spring Garden Festival went out on February 5. We budgeted \$20,000 and thus far we have received about \$10,500, with a deadline March 14<sup>th</sup>. Eberhardt said she would follow up with those who gave sponsorships last year but have not done yet this year. She had a very good interview with the Homescape editor about all the things happening with the Garden that might be newsworthy. We might expect feature articles on the firescaping and the irrigation exhibits. The Public Garden, which is the magazine produced by the American Public Garden Association, has asked Eberhardt to do an article about the Water Conservation Garden and its mission of water conservation because they are interested in highlighting gardens that particularly have a sustainability mission. After two years of trying to get Metropolitan Water District to include public gardens on the front page of their website as a link, they finally are going to do it and the Garden will be one of them.

10. Friends' Group Report: Speaking for Alternate Director Jaeschke, Eberhardt reported that the Friends' Group is working on the corporate membership brochure campaign. She also reported that the group has elected a new board member, Geri Danzig, who has an excellent background in fundraising and non-profit organizations.

11. Financial Statements: Treasurer Suzanne Chambers submitted the financial reports for the six months of FY 06/07 ended December 31, 2006. The Cash Report shows \$50,000 coming in and \$50,000 going out with an ending balance of approximately \$342,000. The Operating Income for the first six months is \$260,000 compared to a budget at this time of the year of \$223,000. The Operating Expenses for the six months are \$236,000 compared to a budget of \$242,000. At the moment, our excess Operating Revenue is about \$24,000.

12. Meet the Staff – Volunteer and Children's Program Coordinator Laurie Furry: Ms. Furry introduced herself and talked about her background. She has been a faculty member at the Cuyamaca College for about 20 years. She also worked at the San Diego Zoo Education Department for 13 years developing programs for children and families and training employees and volunteers. She said that as the Volunteer and Children's Program Coordinator her goal is to help staff and volunteers to find the resources needed to do their work.

13. Hours of Operation : Director Beauchamp said that, because of his position on some other boards, he has noticed that many people visit these museums on holiday weekends, such as New Year's and Christmas, and it is his opinion that we lose a lot of visitors when we are closed. He thinks that we should consider having the Garden open on Holiday weekends. Executive Director Eberhardt reported what the opening times are. She said that we are open every Saturday and Sunday and some holidays. She explained how difficult it would be trying to have docents and volunteers work on certain holiday weekends. She stressed out that she requires staff to be here during open hours because of liability. The holidays that we work are Memorial Day, Labor Day, the Fourth of July, Martin Luther King Day, President's Day, Veterans Day, the day after Thanksgiving, and New Year's Day. She thinks it would be hard to have staff work on Thanksgiving and Christmas Eve, and volunteers on Christmas Day. Dr. Perri mentioned that Cuyamaca College is closed during holidays, and there is not much security. She also mentioned that the neighboring Heritage of the Americas Museum is closed all major holidays.

11. Board Comments:

Director Perri said that the grand opening of the Science and Technology Building is scheduled for April 19<sup>th</sup>. There will be a whole week of events with individual days for middle and elementary school children, for high school students, and a tour for parents, as well as special exhibits and demonstrations on science and technology. This building is a beautiful state of the art facility that includes a computer mall with 100 computer stations. Another building that will open in a few months is the Student Center. This is a 45,000 square feet building with conference and banquet facilities, as well as health services, book store, cafeteria, and student lounge. She emphasized how hard they have tried to have buildings that complement the nature. She commented on a special rain element of this building; the rain pours off one end of the pitched roof and comes down into a design element where the water circles around. The new Communication Arts Building will be the biggest educational facility in East County. It is a 100,000 square feet building, \$46 million dollar project, and it has a theater and a planetarium. Those three buildings will be up and running by late fall. The design of the Business and Computer Science Building is almost finished, and they are working on selecting the design of the Library which has been approved with State funding. The

Cuyamaca College's enrollment has reached 8,000 students, which is a 7 percent increase, the highest of the eleven Community Colleges in the San Diego Region.

Director Muse said that he had a 15-second conversation with Terry Saverson, Executive Director of the East County Chamber. She is aware of the Garden's wishes to get together and she said that it will happen sometime around June. She will contact Director Muse.

INFORMATION ITEMS:

The Board received and filed the Docent Report for the month of December. The meeting was adjourned at 4:30 p.m.

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President

ATTEST:

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Secretary



WATER CONSERVATION GARDEN AUTHORITY

**MEETING OF FEBRUARY 14, 2007**

You are not required to register to attend our meeting.

<b>Affiliation</b>	<b>Name</b>	<b>Please ✓</b>
City of San Diego	Fred Thompson	✓
	Nora Jaeschke	
	Jana Vierola	✓
Cuyamaca College	Dr. Geraldine Perri	✓
	Dr. Al Taccone	
Helix Water District	Chuck Muse	✓
	Richard Smith	✓
	John Linden	✓
	Kathleen Coates-Hedberg	
	DeAna Verbeke	
	Mark Weston	✓
	Karen Stauffer	✓
	Kate Breece	✓
Otay Water District	Mark Robak	
	Pam Riga	
	Gary Croucher	✓
	William Granger	✓

Padre Dam MWD	James Maletic	✓
	Mike Uhrhammer	✓
SDCWA	Keith Lewinger	
	Warren Buckner	✓
	Vickie Driver	✓
	Cindy Hanson	
WCCA STAFF	Marty Eberhardt	✓
	Don Schultz	✓
	Elizabeth Ramos	
	Suzanne Chambers	✓
Docents		
Sweetwater Authority	Mitch Beauchamp	✓
	Dennis Bostad	✓
	Jim Alkire	
	Sue Mosburg	✓

MINUTES OF THE BOARD OF DIRECTORS

WATER CONSERVATION GARDEN AUTHORITY  
REGULAR BOARD MEETING

March 14, 2007

1. President Robak called the meeting to order at 3:32 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT: Director Robak  
Director Lewinger  
Director Muse  
Director Perri  
Director Beauchamp  
Alternate Director Jaeschke  
Alternate Director Smith

ABSENT: Director Thompson

OTHERS PRESENT:

See attached list.

2. Introductions were made.

3. There was no one from the public who wished to address the Board.

CONSENT ITEMS

**On motion by Director Maletic, seconded by Director Beauchamp, and unanimously carried,** the following consent calendar was approved:

4. Agenda

5. Minutes of regular meeting of February 14, 2007

**Director Thompson entered the meeting at 3:40 p.m.**

ACTION ITEMS

7. Appointment of Ad Hoc Budget Committee for the 2007-2008 Budget:

President Robak appointed Director Muse, Executive Director Eberhardt, Treasurer Chambers, and himself to form an Ad Hoc Budget Committee for the 2007-2008 Budget.



Director Lewinger suggested coordinating a presentation at the CWA Ad Hoc Conservation Committee as it might help in getting support from the Authority. President Robak talked about the possibility of the CWA adding two conservation positions and he wondered if said positions could be established under the Water Conservation Garden. Alternate Director Smith reported having been appointed to the CWA Ad Hoc Conservation Committee.

### DISCUSSION ITEMS

#### 8. Executive Director's Report:

Executive Director Eberhardt submitted her report. With regards to the programs, she stated that the plant sale will be held on Saturday and that Fox news may be broadcasting alive. A brainstorming session on the Children's Garden was held on March 6<sup>th</sup> and it had produced lots of good ideas. The Garden was represented at the Del Mar Home and Garden Show the weekend of March 2<sup>nd</sup> and she received feedback about an increased interest in conservation. As for issues with the facilities, she noted that many of the damaged plants in the cactus garden had been replaced with new ones. The fire-wise house is still waiting to be installed. Regarding the irrigation exhibit, she elaborated on the difficulties she is having, mainly due to payment of prevailing wages, coming up with a contract that is acceptable to all. A suggested possibility was that any one of the member agencies could volunteer to construct the project under an agreement with the Garden to reimburse the agency. Approximately 160 hours of outside work would be needed to finalize the project. Eberhardt said that the work could be done probably by one person over a one-month period. She also stated that the main difficulty is the amount of paperwork required in a contract involving prevailing wages. Director Maletic offered to help with the issue as he has experience with this type of contract. In the area of finances, Eberhardt reported having started the 2007-2008 budget process and mentioned that it is challenging to fund COLA and possible merit increases. She and Treasurer Chambers will work on different scenarios with different increases and agency contributions, and a couple of scenarios with the

Friends' Group. Because there were some issues with last year's auditor, she is considering the services of other auditors and has received already a couple of bids. With regards to fundraising, Eberhardt said that the deadline for sponsorships is today and so far we have almost \$18,000. She expressed her appreciation for Mark Watton's offer to contact some of the sponsors who have not yet responded. Director Thompson suggested sending letters to contractors that do work for the Garden asking for contributions. Eberhardt reported that staff is preparing a 2007-2008 strategic plan, which will probably be presented for Board approval at the May meeting.

Director Lewinger said that the CWA, the County of San Diego, the City of San Diego, and a few other agencies, are putting together the Integrated Regional Water Management Plan, with \$91 million funding from the State. The Garden is included in the preliminary plan with other specific garden projects. He noted that since Director Robak and he attend those meetings, they are in a position to make recommendations for projects to be funded with that money. Director Robak suggested the possibility of having a Board workshop in the future to learn more about the Garden and its strategic plan. He commented on the outcomes of the Conservation Summit, and asked for Mark Weston's input. In his brief report, Mr. Weston said that they created three work groups. One worked on a model ordinance which would move the regulatory requirements in terms of requiring more water control for landscaping on new development. The second group dealt with education, and the third with the industry and the contractors. Those three groups are up and running and developing a work plan that is part of the Strategic Plan. The Water Authority was considering the issue of funding two new staff positions to be project managers for that work group's activity, and it was referred back to the Ad Hoc Water Conservation Committee. His perspective is that if we are serious about advancing water conservation in the region, we have to look at it like a capital project.

Nora Jaeschke believes that some in the CWA do not recognize the Garden as conservation, and water conservation is the Garden's focus. She plans to invite Ken Weinberg to the plant sale so that he keeps the Garden on his radar screen.

Mark Weston said that the second summit is scheduled for October 12<sup>th</sup> and its purpose is to take the work plans and drive them out into the communities.

9. Friends' Group Report:

Friend's Group Representative Jaeschke invited all to attend the plant sale on Saturday from 9 to 5. She distributed the Friends' brochures and asked for everyone's help in recruiting corporate sponsorships. Executive Director Eberhardt asked that the contacts be coordinated with her so as to not get the wires crossed. Director Lewinger posed the question whether we want the corporations to donate to the Spring Festival or to stay as corporate members year in year out. Jaeschke said that the Friends' Group would not interfere with what Eberhardt has been doing as far as collecting donations. She stated she is very pleased with the results of the Agency Liaison program; the Friends' Group has received many good comments from the agencies' representatives and she believes it has opened the doors to communication with the agencies. The Friends' Group will have a fundraiser on July 12<sup>th</sup> in the evening.

10. Financial Statements:

Treasurer Suzanne Chambers submitted the financial reports for the seventh month of FY 06/07. The cash balance for January 2007 was almost \$331,000. The cash report shows \$84,000 coming in, mostly from agency funding, and approximately \$96,000 going out, which included payrolls for November and December 2006. The total operating income for the seven months was \$343,000 versus a year to date budget of 342,000. The operating expenses were \$281,000 versus the year to date budget of \$280,000.

11. Board Comments:

Director Thompson said we should follow the example of salespeople, especially those who sell insurance, which is, "follow your money." Where we spend money in the

Garden, whether is buying materials or getting services, is where we should be asking for contributions.

Director Perri invited everyone to the Grand Opening and Ribbon Cutting of the Science and Technology Center on April 19, 2007, at 10:00 a.m. She noted that this is the first of three major new facilities. The first floor of this facility is opened already for computer and graphic design classes.

INFORMATION ITEMS:

The Board received and filed the Docent Report for the month of January 2007. The meeting was adjourned at 4:54 p.m.

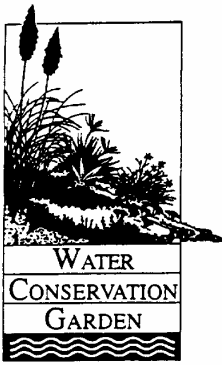
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President

ATTEST:

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Secretary



WATER CONSERVATION GARDEN AUTHORITY  
MEETING OF MARCH 2007

You are not required to register to attend our meeting.

Affiliation	Name	Please ✓
City of San Diego	Fred Thompson	✓
	Nora Jaeschke	✓
	Jana Vierola	✓
Cuyamaca College	Dr. Geraldine Perri	✓
	Dr. Al Taccone	
Helix Water District	Chuck Muse	✓
	Richard Smith	✓
	John Linden	
	Kathleen Coates-Hedberg	
	DeAna Verbeke	
	Mark Weston	✓
	Karen Stauffer	✓
	Kate Breece	✓
Otay Water District	Mark Robak	✓
	Pam Rega	
	William Granger	✓
Padre Dam MWD	James Maletic	✓
	Mike Uhrhammer	✓
SDCWA	Keith Lewinger	✓
	Warren Buckner	
	Vickie Driver	✓
	Cindy Hanson	

WCCA STAFF	Marty Eberhardt	✓
	Don Schultz	✓
	Elizabeth Ramos	
Docents	Suzanne Chambers	✓
Sweetwater Authority	Mitch Beauchamp	✓
	Dennis Bostad	✓
	Jim Alkire	
	Sue Mosburg	✓

MINUTES OF THE BOARD OF DIRECTORS

WATER CONSERVATION GARDEN AUTHORITY  
REGULAR BOARD MEETING

April 11, 2007, 2007

1. President Robak called the meeting to order at 3:35 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT: Director Robak  
Director Lewinger  
Director Muse  
Director Maletic  
Director Beauchamp  
Director Thompson  
Alternate Director Smith  
Alternate Director Taccone

ABSENT: Director Perri

OTHERS PRESENT:

See attached list.

2. Introductions were made.

3. There was no one from the public who wished to address the Board.

CONSENT ITEMS

**On motion by Director Muse, seconded by Director Beauchamp, and unanimously carried**, the following consent calendar was approved:

4. Agenda

5. Minutes of regular meeting of March 14, 2007

ACTION ITEMS

6. Acceptance of Draft Budget 2007-2008 – Contingent upon Member Agency

Votes:

Executive Director Eberhardt briefly explained some of the main issues to be considered in this draft budget. The main entries are a result of the 3.4 percent cost of

living increase as of March of this year and the 2.5 percent merit increases for good performance, which represent 75.3 percent of the budget increase. Other factors contributing to the increase are three services that were previously provided by member agencies, such as Board Secretary's salary, some legal services, and web site design and maintenance. The draft budget includes a projected increase of 18.2 percent in non-agency operating funds. Another issue to consider is that the Friends Group's contribution went from \$14,000 in operating funds for 2006-2007 to \$10,000 for 2007-2008 because the group desires to move away from providing funds for operating budget and move towards capital projects such as the Children's Garden. This draft budget includes a 5 percent increase in member agency contribution, which has to be approved by the individual agency boards.

Treasurer Chambers said that the major increase for the garden is in payroll. The Garden's staff is comprised of three full-time employees at 40 hours a week, two employees at 32 hours a week, two employees at almost 20 hours a week, and one part-time bookkeeper at 10 hours a week. The pension increase is \$13,000 and health insurance for the full-time employees is going up \$12,000. The Volunteer Coordinator was hired in January and works 19 hours a week, which adds \$13,000 to the payroll. The hours for the part-time landscaper have been increased, and the cost of living and merit increases amounts to \$15,000, all of which adds up to \$50,000. Chambers noted that even with the increases in earned income projected, it is still necessary for the proposed 5 percent increase contribution from the agencies. The non-agency operating revenues are projected to increase by a fairly aggressive \$18,000, but that is not enough to cover the payroll increases alone. With regards to operating expenses, we have reduced the brochures bringing down the expense by \$3,000 but at the same time have increased advertising, which will offset some of that reduction. The office expenses are going up somewhat due to more use of the office copier and increase of postage fees. Docent hours have been increasing as well as contract services partly due to the web page maintenance. Contracting with a more reliable auditing service will



also bring an increase in the expenses. The garden maintenance is going up \$1,300 because of equipment rental. In summary, the total revenues are going up almost \$70,000, provided that the agency funding contribution increases, versus the total expenses going up \$73,000.

Director Thompson asked how this increase of \$73,000 would be divided amongst the agencies and was told that the agencies are asked to increase their contribution by 5 percent, which is half of the total increase. He raised concerns about the City of San Diego questioning this increase. There was a long discussion regarding the City's current financial problems and possible ways to present this increase to the City keeping a sense of equity with the other agencies. Director Maletic expressed is opposition to treating the City of San Diego differently than the rest of the agencies. Concerns about losing the whole contribution from the City were also brought up.

**On motion by Director Lewinger, seconded by Director Thompson, and unanimously carried with Director Maletic opposing, the Board approved the draft budget with the caveat that the City of San Diego be given the option to defer their dues increase of \$3,000 which they can pay at their discretion within the next two years.**

7. **Merit Increase Policy:** **On motion by Director Lewinger, seconded by Director Muse, and unanimously carried the Board approved merit raises in the 1-3 percent range to be determined by the employee's supervisor with the total amount to be used for raises not exceeding an average 2.5 percent.** Director Lewinger requested that staff report quarterly to the Board documenting average salary and merit increases not to exceed 2.5 percent over the previous year.

#### **DISCUSSION ITEMS**

7. **Executive Director's Report:**

Executive Director Eberhardt presented her report. She commented on the success of the Plant Sale and noted that most of the vendors came close to being sold out. The number of visitors was 1,500. This event, she added, might result in the Garden getting a reputation as a place to find friendly water wise plants that are difficult

to find elsewhere. She thanked Director Beauchamp who covered for a tardy t speaker. About tomorrow's major event, Fox News will be at the Garden at 5:30 a.m. to report on this event. Also, there will be a story in the Region Section of the Union Tribune sometime in the next few days and a feature on the front cover of tomorrow's or Friday's East County Gazette. The Bird and Butterfly Garden opening is the week before the Spring Garden Festival, which will be featured in the Homescape section of UT the Sunday before the Festival. The Festival will include the "Ask the Experts" design advice and two presentations from guest artist and Monet expert Leslie Parke. The March visitation was 78 percent higher than in March last year, and the donation box is reflecting that increase. As far as the Irrigation Exhibit, Eberhardt said she hopes to have the drawings from Jon Powell in mid-April and be ready to bid out, noting that some contractors seem to have a problem dealing with the bureaucracy involved in prevailing wage contracts. Another piece of publicity will be a feature in the UT special pull-out section called "Fun Things to Do in San Diego" in May. She also reported that the Spring Garden Festival sponsorships are at \$22,750 in cash and pledges, which is comparable to last year's number. She announced the Friends Group dinner coming up on July 12<sup>th</sup> and also the Rancho San Diego/Spring Valley Rotary's Annual Fundraiser at the Garden in the evening of August 18<sup>th</sup>.

9. Friends' Group Report:

Executive Director Eberhardt thanked Alternate Director Uhrhammer's efforts in bringing two possible corporate members. Regarding the recruitment of new people for the group, they have decided to seek an Advisory Council and include people that represent major industry groups, which might bring some company funds.

10. Financial Statements:

Treasurer Chambers submitted the Financial Reports for the eight months of Fiscal Year 2006-2007 ended February 28, 2007. The Cash Report shows that there is \$288,000 in the bank. The Disbursements for the month of February was \$52,000 including \$33,000 to CWA for payroll. The Total Operating Income through February

exceeds the Budget for the year to date by almost \$2,000. The Operating Expenses are \$327,000 versus a year-to-date budget of \$322,000, the majority of which is for payroll benefits.

11. Board Comments:

Director Beauchamp noted that he would be unable to attend the event for Chairman Brick as it conflicts with the Sweetwater Authority Board meeting.

Director Lewinger said he attended the Metropolitan Board meeting the last couple of days and had the opportunity to speak to Steve Arakawa, Department Head for Water Conservation, and Andy Sienkiewich, in charge of local projects. There are talks about slowly backing off indoor water conservation efforts, e.g., shower heads and toilets, and placing more emphasis toward irrigation savings. He talked to both of them about joining the Garden, using the angle that this is the only garden in Southern California that actively teaches and trains in xeriscape principles. All the other gardens in Southern California passively train with signage, plants, and brochures, but do not train landscape contractors or have extensive homeowner and kids' programs. He said he had talked to them about the ability to use this garden as a template to recreate this concept throughout Southern California. Steve said he was very interested and Director Lewinger sent him an electronic mail inviting both to come down the same day of the reception for Chairman Brick. The plan would be to give them a tour of the Garden before the reception. He also informed them that the annual dues for regional organizations are \$100,000, and Steve did not even blink an eye.

Alternate Director Taccone reminded everyone that next Thursday at 10:00 a.m. the Cuyamaca College will have the grand opening of the Science and Technology Center, and outreach activities for high school students all next week. He also said that the Communications Art building will be finished in October and will open in January 2008.

President Robak talked about a presentation groundbreaking at Valhalla High School for an artificial turf field that was funded by Otay Water District, the County

Water Authority and the Bureau of Reclamation. He brought the Regional Director for the US Department of Reclamation over to the Garden and gave him a tour. At the same time, he got some ideas from him on how to get monies in grants from the Department. He added that he had suggested to Eberhardt that an irrigation exhibit highlighting recycled water would be a good idea.

INFORMATION ITEMS:

The Board received and filed the Docent Report for the month of February 2007. The meeting was adjourned at 4:54 p.m.

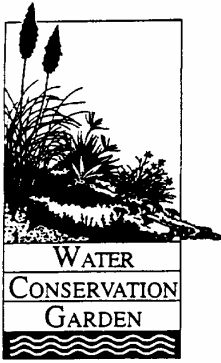
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President

ATTEST:

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Secretary



WATER CONSERVATION GARDEN AUTHORITY  
MEETING OF APRIL 11, 2007

You are not required to register to attend our meeting.

Affiliation	Name	Please ✓
City of San Diego	Fred Thompson	✓
	Nora Jaeschke	
	Jana Vierola	✓
Cuyamaca College	Dr. Geraldine Perri	
	Dr. Al Taccone	✓
Helix Water District	Chuck Muse	✓
	Richard Smith	✓
	John Linden	
	Kathleen Coates-Hedberg	
	DeAna Verbeke	
	Mark Weston	
	Karen Stauffer	✓
	Kate Breece	✓
Otay Water District	Mark Robak	✓
	Pam Rega	✓
	William Granger	
Padre Dam MWD	James Maletic	✓
	Mike Uhrhammer	✓
SDCWA	Keith Lewinger	✓
	Warren Buckner	
	Kelly Mooney	✓
	Cindy Hanson	

WCCA STAFF	Marty Eberhardt	✓
	Don Schultz	
	Elizabeth Ramos	
Docents	Suzanne Chambers	✓
Sweetwater Authority	Mitch Beauchamp	✓
	Dennis Bostad	✓
	Jim Alkire	
	Sue Mosburg	✓

MINUTES OF THE BOARD OF DIRECTORS

WATER CONSERVATION GARDEN AUTHORITY  
REGULAR BOARD MEETING

May 11, 2007, 2007

1. President Robak called the meeting to order at 3:35 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT: Director Robak  
Director Beauchamp  
Director Maletic  
Alternate Director Jaeschke  
Alternate Director Taccone

ABSENT: Director Lewinger  
Director Perri  
Director Muse  
Director Thompson

OTHERS PRESENT:

See attached list.

2. Introductions were made.
3. There was no one from the public who wished to address the Board.

CONSENT ITEMS

**On motion by Director Maletic, seconded by Director Taccone, and unanimously carried,** the following consent calendar was approved:

4. Agenda
5. Minutes of regular meeting of April 11, 2007

ACTION ITEMS

6. Selection of an Auditor for Fiscal Year 2007-2008:

Executive Director Eberhardt reminded the Board that a new auditor was being sought because of some issues they had with the last auditor for the last three years.

Three auditors, besides Gregory Villard, sent bids. The lowest bid, besides Greg's, was from West, Rhode and Roberts, who were highly recommended by the Solana Center for Environmental Innovation. They have many clients, including several Balboa Park Museums and several private schools. The bid from West, Rhode and Roberts is \$5,800, compared to the bid from Gregory Villard of \$4,200.

**On motion by Director Jaeschke, seconded by Director Maletic, and unanimously carried, the Board approved staff's recommendation to hire West, Rhode and Roberts as the Garden's Auditor for Fiscal Year 2006-2007.**

7. Use of Reserve Funds for Fiscal Year 2007-2008: Horticulture and Facilities Manager Schulz gave a brief report on the projection of reserve funds needed for next fiscal year. He talked about the necessity for a new phone system to replace the antiquated current one, and the benefits that it would provide. He also talked about other projects including the replacement of leaking chutes on the fountain, lighting for the picnic area, and rental of a lift for painting. He also reported about several contracted services for building, plumbing, and garden equipment repairs. Executive Director Eberhardt noted that these expenses are very conservative and absolutely essential for next year. Because the phone system is over \$5,000, three bids will be presented for the Board's decision. Director Maletic inquired whether any of the required contract services could be supported by the College. Director Taccone suggested contacting the College's Vice President for the Administrative Services who might be able to direct us to the right people.

**On motion by Director Jaeschke, seconded by Director Beauchamp, and unanimously carried the Board approved the estimated reserve funds needed for Fiscal Year 2007-2008.**

#### DISCUSSION ITEMS

8. Executive Director's Report: Executive Director Eberhardt presented her report. She said that April had been a very gratifying month with an average daily visitation of 55 people a day, not including weekends or special groups. It was also a major month



for tours, with 539 visitors. The Firewise Landscaping Exhibit opening was well attended. Dianne Jacob was one of the visitors; she was quite impressed and has already sent a couple of people asking for advice. The Garden had a booth at Earth Day in Balboa Park and people were very interested in the materials that we passed out. About future events, Eberhardt noted that the Bird and Butterfly Opening will be on May 11<sup>th</sup> and the Spring Garden Festival on May 19<sup>th</sup>. The summer hours for the garden will start on June 1<sup>st</sup>. We will be open until 7:30 pm on Wednesdays and Fridays. There will be children's programs on the first Friday on the month in June, July and August. Pacific Horticulture is running a symposium called "Under Mediterranean Skies" on September 29<sup>th</sup> and 30<sup>th</sup> and there will be tours at the Garden on Friday the 28<sup>th</sup>. The registration for the symposium is \$160 and our activities will be free. The East County Chamber of Commerce Mixer date is August 16<sup>th</sup> from 5:30 to 7:00 p.m. Eberhardt pointed out that the WaterReuse Association would meet on October 17<sup>th</sup>. She talked about signing up for an Environmental Protection program called "Water Sense." They are promoting water-wise products and organizations that are interested in water-wise activities will be listed as partners.

Eberhardt said that one of the Garden's biggest issues is parking. With visitation increasing in spring, there is not enough parking even for staff. There have been visitors during the week that left because the parking lot was full. She has talked to Director Perri about the possibility of having additional parking assigned for the Water Conservation Garden and was told that the request would have to go through the Parking Committee. In the absence of Director Perri, Alternate Director Taccone said he would follow up on the issue. The Board engaged in a long discussion which included different methods for charging parking fees and other parking possibilities, such as the dirt area next to the parking lot.

Eberhardt reported that she has not yet received the drawings for the irrigation exhibit from Jon Powell. Don Schultz is contacting contractors to bid on other parts of

the project and has received good tips from the people at the San Diego Zoo. There is a concern about getting the bids on time to meet the tight schedule.

Regarding the volunteer program, Eberhardt reported that the docents worked hard during March with three plant sales and emergency work on frost damaged plants, for a total of 774 hours. This is nearly the work of five full-time staff members.

She talked about the reception for Tim Brick and said that she was impressed by the genuine interest he showed during his tour of the Garden. The Garden is hoping that Metropolitan Water District may become a JPA member. On June 6<sup>th</sup> Keith Lewinger, Garden staff, and some Metropolitan Water people from Water Resources will be meeting to talk about their participation as JPA members.

A grant of \$26,500 has been received from the Hans and Margaret Doe Charitable Trust that will be used to convert two empty areas into demonstration patio gardens. The Rancho San Diego/Spring Valley Rotary will have their wine tasting event on September 15<sup>th</sup> benefiting the Garden and a couple of other non-profit organizations. They are in competition with the Chula Vista Rotary who made about \$30,000 at their wine tasting. Two grants were submitted to the Integrated Resources Water Management Program, one of which was originally submitted by Helix under the WCGA name for a multi-purpose building. The other one is for an amphitheater shade and it requires matching funds of \$15,000. Regarding marketing and public relations, Eberhardt mentioned future articles in the *Public Horticulture* magazine and in the May 13<sup>th</sup> Union Tribune *Homescape Section* about the Bird and Butterfly Garden with pictures of the Garden and a description of the Spring Garden Festival. She also reported that she would be interviewed on live Internet and radio tonight on a program called "Art Rocks."

9. Strategic Plan: Executive Director Eberhardt presented the Strategic Plan, which resulted from a brainstorming session that took place when she first came on board, followed up by intensive committee work. This plan is updated every year with the input of those involved in the different areas. The two big construction projects for

the fiscal year are the irrigation exhibit and the patio. Another ongoing process is the irrigation system. Other projects included in the plan are enhancing the gazebo, particularly for weddings, and doing some painting, particularly the office tower. Another pending project is the amphitheatre shade. If the grant is not approved, she said, we will need to come up with a plan and figure out how to budget for it because the lack of space is a big problem. For example, in the next three days there is a teachers' workshop, which has to occur in the patio so that the multi-purpose room can be used for sign making for the Garden Festival, and then everything has to be taken off the walls to put up the art exhibit and moved out to the gift shop shed.

In terms of programs, the overall goal is to continue to improve the water-wise series by offering those classes that sold well instead of offering many new classes. We are doing more partnering with San Miguel over fire-wise classes and we might be using the Cuyamaca College Student Services Center for programs to audiences greater than 30 people. We participate in the Water Authority's Education Outreach Committee and want to be part of whatever programs come out of the branding study. The Water Authority's conservation blueprint has not gone through the Board. It will go to the Ad Hoc Conservation Committee next week and if more resources are suggested, we will work with SDCWA to bring more programs to North County.

As far as events go, there is the Rancho San Diego Rotary, the Pacific Horticulture program next year, the first Home Garden tour in spring, and an annual Friends Group meeting. Eberhardt said staff is trying to jump start the Speakers' Bureau to address groups of people who can be interested in conserving water in home or commercial landscapes. We are waiting for the SDCWA study to create programs for landscape professionals.

With regards to development, we need to ensure adequate agency funding, promote membership at events and work with Friends' Group on corporate membership program. Gift shop sales are going on line next year. To increase facility rentals, we plan to host a mixer for event planning organizations. For volunteer programs, we need

more children's tours volunteers and more people to work in the Gift Shop. We are looking at creating a volunteer force from the Child Development Center. In terms of staffing, we need more help for the gift shop because it gets too busy for just one person to handle, particularly as more and more people start to come. The two biggest needs as far as staffing are the gift shop and the children's programs.

9. Friends' Group Report:

Alternate Director Jaeschke provided her report. She talked about the program that was approved a while ago to have a representative from each agency attending the Friends meetings on a monthly basis, which is going very well. She also talked about strategies to recruit more corporate memberships. She reported that the Group had agreed to put \$10,000 in the Garden's operating budget and use the monies from fundraisers towards betterment and improvement. She reported on the need for new directors. She said that Mike Grisdale, a consultant who specializes in structure, has set up a process to find people, interview them, and determine if they would be good members of the board. The Group is in the process of figuring out the steps that need to be taken. They are discussing alternatives such as recruiting two different types of people: some influential individuals, who would not need to spend much time coming to meetings but would be good contact people, and some "working bee" people. She reminded everyone of the Bird and Butterfly Exhibit opening on Friday, thanked them for their support, and asked for their cooperation in trying to find people who could be financial directors or more influential people who could be part of the Advisory Council. Director Beachamp asked for some corporate brochures which would help make contacts and try to recruit people from other boards of which he is a member.

Director Robak suggested transitioning water-related consultants from the fundraising to the membership aspect. There was a brief discussion about the pros and cons of having them as corporate sponsors. Director Beauchamp brought up the possibility of using developers to promote our Garden by showing which of these developers are using our plants at their X, Y, Z development projects. Ms. Jaeschke

talked about getting support from SDCWA. Her argument to the SDCWA would be that we are a researching and development place concentrating on education and conservation, which other gardens can copy, and she thinks we deserve their support and contribution.

10. Financial Statements:

Treasurer Chambers submitted the Financial Reports for the nine months of Fiscal Year 2006-2007 ended March 31, 2007. The Cash Report shows a balance of \$307,659. The Operating Expenses for the month of March was \$22,612. The Total Operating Income through March was \$390,000 compared to a year-to-date budget of \$374,000. Operating Expenses to date are \$372,000 versus a year-to-date budget of \$361,000.

11. Board Comments:

Director Taconne reminded all about the Spring Garden Festival a week from next Saturday. Director Robak noted that the Bird and Butterfly exhibit opening will be Friday at 10:00 a.m. Alternate Director Jaeschke said she is very enthusiastic about the developer process that was discussed and she thinks that with the help of Director Beauchamp and Sue Mosburg she will be able to give a good report on the issue by the end of the month.

INFORMATION ITEMS:

The Board received and filed the Docent Report for the month of March 2007. The meeting was adjourned at 5:09 p.m.

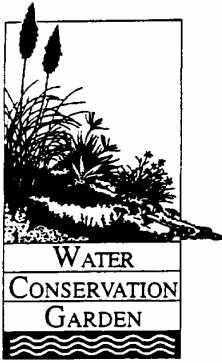
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President

ATTEST:

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Secretary



WATER CONSERVATION GARDEN AUTHORITY  
MEETING OF MAY 11, 2007

You are not required to register to attend our meeting.

Affiliation	Name	Please ✓
City of San Diego	Fred Thompson	
	Nora Jaeschke	✓
	Jana Vierola	✓
	JoEllen Jacoby	✓
Cuyamaca College	Dr. Geraldine Perri	
	Dr. Al Taccone	✓
Helix Water District	Chuck Muse	
	Richard Smith	
	John Linden	
	Kathleen Coates-Hedberg	
	DeAna Verbeke	
	Mark Weston	
	Karen Stauffer	
	Kate Breece	✓
Otay Water District	Mark Robak	✓
	Pam Rega	
	William Granger	✓
Padre Dam MWD	James Maletic	✓
	Mike Uhrhammer	
SDCWA	Keith Lewinger	
	Warren Buckner	
	Kelly Mooney	✓
	Cindy Hanson	

WCCA STAFF	Marty Eberhardt	✓
	Don Schultz	✓
	Elizabeth Ramos	
Docents	Suzanne Chambers	✓
Sweetwater Authority	Mitch Beauchamp	✓
	Dennis Bostad	
	Jim Alkire	
	Sue Mosburg	✓

MINUTES OF THE BOARD OF DIRECTORS

WATER CONSERVATION GARDEN AUTHORITY  
REGULAR BOARD MEETING

June 13, 2007, 2007

1. President Robak called the meeting to order at 3:36 p.m. at the Water Conservation Garden Multipurpose Room, 12122 Cuyamaca College Drive West, El Cajon, California.

PRESENT: Director Lewinger

Director Muse

Director Robak

Director Maletic

Director Beauchamp

Director Thompson

Alternate Director Taconne

Alternate Director Smith

Alternate Director Jaeschke

Alternate Director Uhrhammer

ABSENT: Director Perri

2. No introductions were made.

3. There was no one from the public who wished to address the Board.

CONSENT ITEMS

**On motion by Director Maletic, seconded by Director Lewinger, and unanimously carried,** the following consent calendar was approved:

4. Agenda

5. Minutes of regular meeting of May 9, 2007

6. 2007-2010 Strategic Plan

ACTION ITEMS

7. Increase in member agency dues:

Executive Director Eberhardt said that a 5 percent increase in member agency contribution had been suggested in the proposed budget and that all agencies have now presented this issue to their boards.



**On motion by Director Lewinger, seconded by Director Jaeschke, and carried with Director Maletic opposing, the Board approved a 5 percent JPA member dues increase in Fiscal Year 2007-2008.**

8. Approval of the 2007-08 operating budget

Eberhardt noted that the budget had been discussed in detail at the April meeting. Director Lewinger commented that there was a strong vote of yes at the County Water Authority Board meeting to approve a 5 percent member dues increase over a two-year period in the budget, as well as excitement and unanimous support of the new programs and participation in the garden.

President Robak thinks that we did a good job explaining to the CWA what exactly is that we do at the Garden and how we are promoting water conservation throughout the county.

**On motion by Director Jaeschke, seconded by Director Uhrhammer, and unanimously carried, the Board approved the 2007-2008 Operating Budget.**

9. Proposed parking expansion

Don Schultz reported that he had spoken with a contractor and a member of the San Miguel Fire Department to determine what can be done to expand the parking situation and how much it would cost. His proposal is removing the planter island which would result in eight new parking spots to be added to the existing 18 spots. Also, eight additional spots could be added along the south perimeter entrance road. Due to fire truck access, we have to get approval from the fire department. The total estimated cost of this project is \$5,000. Director Beauchamp suggested that Schultz look into permeable pavement for the new area.

**Upon motion by Director Beauchamp, seconded by Director Thompson, and unanimously carried, the Board approved the use of reserve funds to pursue parking lot additions before the beginning of the fall busy season.**

10. Padre Dam membership in the Garden

President Robak pointed out that this was not an action issue but the Board needed to discuss its history. Director Maletic said that the issue had been brought up at the Padre's Board meeting and a 60-day continuance had been discussed. Alternate Director Uhrhammer said that it might be continued again when it comes up in 60 days. He said that there is total support from Padre Dam on water conservation but they are trying to figure out where the best place is to spend their money. He added that amongst the critics of the garden there are those who say that Padre already has a special project where it spends extra money, Santee Lakes, which is another one-of-a-kind water conservation project.

## 11. Executive Director's Report

Executive Director Eberhardt presented her report. She noted that May had been a very positive month. We had the best Spring Garden Festival ever with 5,800 people in attendance, she said. We also had the opening of the Bird and Butterfly Garden, and the meetings with the Water Authority and the Metropolitan Water force were very reinforcing. Coming up are the children's programs for the summer, with Kids' Camp in July and the Preschool program the last five days of the month. Staff is involved with the Conservation Action Committee, the Summit Planning Committee, a special committee convened by the Water Authority to discuss changing their education programs, and also with the Del Mar Fair. The Water Authority's blueprint for water conservation at [www.waterconservationsummit.com](http://www.waterconservationsummit.com) mentions the Water Conservation Garden many times as a partner of the Water Authority. She noted that the Garden is open until seven thirty on Wednesdays through Fridays through the end of August.

The California Landscape Contractors Association is coming up with a testing program and the Water Authority is looking at an auditor training program, which will mostly be with community colleges. She thinks that we might be able to fit into some of these Water Authority programs.

In terms of grounds there is massive construction going on in the irrigation area. We hired ADA Signage and Specialties; their contract bid was \$30,000 less than the next one. Jon Powell was six weeks late with the construction documents and in order to make MWD's deadline and keep the \$20,000 we would have to be halfway through with the construction by June 30<sup>th</sup>, and we plan to meet the deadline. We went to the County's Begging for Dollars session where every non-profit organization in the county has two minutes in front of the board, and we asked for additional money for the irrigation exhibit. Another positive thing that has happened is that the County Board of Supervisors asked their staff to come back in 60 days with the feasibility of making all County-managed landscaping water wise and fire wise. Diane Jacobs' office said this is a direct result of her visiting the Garden and the fire-wise opening and being really impressed with the landscaping at the Garden. There is a good connect with the county now that didn't exist before.

We are investigating the cost of turning the watering can "kiosk" into an office, which could house a part-time staff person to answer phones if we can get money from CWA and MWD.

Total visitation is up 9.2 percent over last year and weekend visitation is up 43 percent over last year's weekend visitation. The event attendance is up a little but the

tours haven't changed that much. The increase is from the people coming through the door.

There were four articles about the Garden in the Union Tribune on May 13<sup>th</sup>, which is a record, and the Weather film live was at the Garden. The Southern California Home and Outdoor Magazine interviewed Eberhardt yesterday and they will do a photographic essay on the Garden.

Eberhardt was asked about the percentage of people that renewed their membership this year and she said she would analyze it.

12. Friends' Group Report:

Director Jaeschke talked about the plans of the Friends' Group for increasing the Corporate membership. One membership has been obtained. but they plan to go back to some of the people they originally contacted and also work with some of the water agencies.

The Group agreed to put \$10,000 in the operating budget for the Garden, and the monies that they hope to collect will go towards betterments and improvements. She talked about the need for more directors. She said that Mike Grisdale, who is a consultant and specializes in structure, has set up a very good process to find people, interview them, have them understand what the job is all about, and make sure that they do have the interest and are going to be good members of the board. They have talked about having people that would not have to come to the regular monthly meetings but they would be people with contacts, like maybe Loren Nancarrow, Marti Emeril, maybe somebody from Qualcomm, etc. They also need worker bee types of people. The Group is looking at how to put this together so that they are not spending all of their time just meeting without getting results. She hopes to be able to report back that the process is moving ahead.

The Group is talking about having an annual meeting. It will be two years in November and the director's terms are two years. The annual meeting would be the place to elect officers and directors and also solicit other folks to be part of the Board or the advisory committee. Jaeschke said that they are looking at restructuring the way that the Friend's Group is set up. They need more ambassadors to connect them to other groups or individuals and also some people working on board. The next meeting will be on July 9<sup>th</sup>

13. Financial Statements:

Treasurer Chambers submitted the financial reports for the ten months of Fiscal Year 2006-2007 through April 30<sup>th</sup>. For the month of April the total cash receipts were \$82,000, with \$56,000 in expenditures, leaving a balance of about \$334,000. The total

unrestricted income is \$117,000 versus a budget of \$87,000, with an excess operating revenue at the end April of \$41,852. The year end is fast approaching and we are looking at excess operating revenue of \$54,000 in May; however our payroll in the month of June is \$44,000 so we should come in a little above budget. For the month of April the restricted funds was \$60,000 and at the end of May it is \$71,000. We have \$784,000 in reserves.

14. Board Comments

Director Beauchamp said that his three-passenger cars just arrived and are at the San Diego station. If he gets his contract on Thursday, he will start his Tijuana-Tecate tour training operating on the weekend. Part of his contract involves control of depot the Tecate and Tijuana and they are going to start landscaping with climatically appropriate horticulture. He also said that his agency is going through some financial throes and that the water in Sweetwater Reservoir is not their water, but the County Water Authority's water. They have used up all the rain water and they are about three million over the budget.

Director Lewinger commented on the MOU of the California Water Conservation Council. He said that now, if one wants to meet the BMP 11 which has to do with rate structure, 70 percent of the operating revenue has to come from the commodity rate and no more than 30 percent from fixed charges. SB 1420 will make it mandatory if one wants to get any grants from the State.

President Robak commented on the training course section of the Garden's website where congratulations are given to the recent graduates. He was wondering if it could be improved by maybe giving some details on the graduates and/or which courses they passed.

INFORMATION ITEMS:

The Board received and filed the Docent Report for the month of April 2007. The meeting was adjourned at 4:53 p.m.

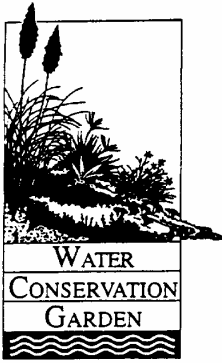
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President

ATTEST:

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Secretary



WATER CONSERVATION GARDEN AUTHORITY

MEETING OF JULY 11, 2007

You are not required to register to attend our meeting.

Affiliation	Name	Please ✓
City of San Diego	Fred Thompson	✓
	Nora Jaeschke	✓
	Jana Vierola	✓
Cuyamaca College	Dr. Geraldine Perri	
	Dr. Al Taccone	✓
Helix Water District	Chuck Muse	✓
	Richard Smith	✓
	John Linden	
	Kathleen Coates-Hedberg	
	DeAna Verbeke	
	Mark Weston	✓
Otay Water District	Karen Stauffer	✓
	Kate Breece	✓
Padre Dam MWD	Mark Robak	✓
	Pam Riga	
	William Granger	
SDCWA	James Maletic	✓
	Mike Uhrhammer	✓
WCCA STAFF	Keith Lewinger	✓
	Warren Buckner	
	Vickie Driver	
	Cindy Hanson	
	Marty Eberhardt	✓
	Don Schultz	✓

	Elizabeth Ramos	
	Suzanne Chambers	✓
Docents		
Sweetwater Authority	Jim Alkire	
	Mitch Beauchamp	✓
	Dennis Bostad	
	Sue Mosburg	✓